



Smarter Solutions



GSA Federal Supply Service

Accomplishments in 2003

After discussions on improving "option/refresh/renewal processes" at the end of GSA MAS contract base and option periods, the IGC submitted a "White Paper" report addressing issues that GSA, government clients, government contracting agencies, and/or industry partners encounter when "Base Periods" or "Option Periods" are about to expire on GSA MAS contracts, or are up for refresh/renewal and the potential for task orders to be awarded on these contracts is imminent. This paper outlines the nature of these issues and provides recommendations and alternatives for resolving these issues. As a result of IGC recommendations, a letter outlining the option year renewal procedures was developed and is available to industry partners on the FABS, MMPIS and PES schedules to provide to their current or potential customers who may have concerns regarding task orders that may extend into GSA schedule option periods.

Year long IGC discussions on GSA e-Buy, GSA multiple award schedule branding campaigns, the multiple award schedules Contractor Assessment Initiative (CAI) and the Past Performance Information Retrieval System (PPIRS) provided multiple stakeholder perspectives that enhanced the understanding, refinement and application of these initiatives.

Discussions on a Multiple Award Schedule integrated training strategy will be carried over into CY 2004.

Focus for 2004

It will be important to maintain the momentum established by the Industry Government Council to serve as "a sounding board" that represents the integrated views of important stakeholders when advising the Services Acquisition and Management Services Centers on GSA and Center issues and objectives. IGC objectives will be identified and prioritized early in 2004; however, some key areas to be addressed by the 2004 IGC are already known and will include:

- (1) Developing examples of business models or criteria that may be used by agencies for assessing and documenting the effectiveness of GSA multiple award schedules blanket purchase agreements (BPAs).
- (2) Providing suggestions and ideas for further maximizing the value and potential of the annual Professional Services Expo (PSX) as a training and educational forum for industry, GSA and government agency customers.
- (3) Continuing to share industry, GSA and government agency customer perspectives on evolving and new regulations and policy changes.
- (4) Continuing to provide feedback and recommendations regarding the evolution, implementation and improvements to new and existing programs like GSA e-Buy, MAS marketing and branding strategies, CAI and PPIRS.
- (5) Continuing dialog and review of ODC issues.
- (6) Continuing discussion and review of questions dealing with teaming and teaming arrangements in the GSA MAS program context.

2003 Industry Government Council Members

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BAE Systems Analytical Solutions, Inc.

Richard Bell

GSA/Federal Supply Service (FSS)/Office of Acquisition Management

Thomas V. Brady

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Robert Wilhelm

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Services Acquisition Center and Management Services Center Industry Government Council



Partnership
Cooperation
Teamwork



2003 Executive Summary

Come Join Us

If you are interested in becoming a member of the SAC/MSI Industry Government Council or participating in the IGC's various committees and projects, please contact Jeff Manthos at (703) 305-6085 or jeffrey.manthos@gsa.gov. Additional information is available on the IGC's website at: www.gsa.gov/igc

www.gsa.gov

February 2004

5-4-00231



Executive Summary 2003

Services Acquisition and Management Services Centers, Directors’ Introduction

This last year was an exciting and productive one for us at the Services Acquisition Center (SAC) and Management Services Center (MSC). The world of professional service contracting is a challenging, yet rewarding, endeavor. Our role in the SAC/MSC Industry Government Council (IGC) has greatly benefited our Centers as we strive to meet these challenges, and provide the tools our Federal customers need to fulfill their missions. To really serve as a "best value" solution, we must continually work to keep apprised of unique requirements within the government, and develop creative and innovative choices to satisfy these needs. Working together with fellow members of the IGC — customers, industry and other organizations within GSA — we've been able to make great strides towards this end.

Throughout this last year, IGC members have been instrumental in helping GSA identify shortfalls in the schedules program that may pose impediments to both users and providers of professional services. Real-world applications are the true test of how well our programs perform. IGC subcommittee work on Other Direct Costs (ODCs), the Mentor-Protégé Program and the integration of FTS Professional Services has provided invaluable assistance to the SAC and MSC. The work done and the outcomes realized by the IGC, especially those of our sub-committees, clearly demonstrates that the IGC's influence does make a difference.

It's clear that all involved in the IGC are committed to excellence and the pursuit of exceptional customer service. It has truly been a pleasure to be a part of this dedicated group. All of us at the SAC and MSC look forward to yet another exciting and productive year in the world of *professional services!*

Gerri Watson Director, Management Services Center GSA Federal Supply Service	Sue McIver Director, Services Acquisition Center GSA Federal Supply Service
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Industry Government Council, Chairman’s Introduction

GSA's Multiple Award Schedule (MAS) program continues to grow in popularity and remains *the* most successful example of government-wide, acquisition reform in operation today. GSA schedules have grown from \$4 billion/yr in 1994 to over \$27 billion/yr in 2003 with projections for over \$30 billion in 2004 — and more than half of that growth is occurring in services.

As the GSA MAS program continues to grow, it continues to evolve — a reflection of expanding agencies' market demands for “*government contracting at the speed of need*” balanced by ongoing requirements to ensure other government objectives, such as *socio-economic goals, fair competition and best value for government buyers*, are being met.

The phenomenal growth of business through the multiple award schedules is, in large part, due to the success of the partnership model established by GSA, industry and government agency customers, even in the face of evolving laws, rules and regulations. In this partnership, GSA, industry and government agency customers share high value perspectives that result in successful implementation of changing laws, rules, and regulations while also identifying and incorporating commercial best practices into the way government buys what it needs.

One of the best examples of this partnership at work can be seen in the very successful formation and ongoing work of the Services Acquisition and Management Services Centers' joint Industry Government Council (IGC). The following summary of the IGC's creation, efforts to date and the agenda it is establishing for 2004 are highlighted in the paragraphs that follow.

Ed Naro
Vice President
GSA and IDIQ Programs
Northrop Grumman Corporation
Information Technology
Headquarters

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A Brief History

The Services Acquisition and Management Services Centers establish multiple award schedule contracts for various professional services. In 2000, the GSA's Services Acquisition Center chartered a steering group of industry and Services Acquisition Center representatives to look at the possibility of creating an industry government council in order to keep pace with the dynamic and continually evolving Federal procurement system. Based on the recommendations of that steering group, the Services Acquisition Center established a formal Industry Government Council (IGC) in calendar year (CY) 2001. In 2002, the Management Services Center merged its industry and agency customer partnership efforts into the Services Acquisition Center's IGC due to the similarity of the schedules that both Centers manage.

The GSA MAS contracts for professional services procured by the SAC and MSC and represented within the IGC are:

- Energy Management Services
- Environmental Services
- Financial and Business Solutions (FABS)
- Language Services
- Logistics Worldwide Services (LOGWORLD)
- Management, Organizational and Business Improvement Services (MOBIS)
- Marketing, Media and Public Information Services (MMPIS)
- Professional Engineering Services (PES)

Today, the joint IGC facilitates an open exchange of the varying viewpoints from industry, customers and GSA, with regard to issues and initiatives important to the Services Acquisition and Management Services Centers and the GSA MAS program. This communication has, from the beginning of the IGC, helped create a greater understanding of issues that require clarification, spotlighted training needs, and focused attention on opportunities for further enhancement of this schedules program, all while enhancing an environment conducive to a true Government-Industry partnership.

Industry Government Council Mission

The mission of the IGC is to stimulate, advise and make recommendations to improve the continuing evolution, development and implementation of GSA's Services Acquisition and Management Services Centers' schedule programs and GSA/intergovernmental/industry partnerships. The IGC applies a unique combination of industry, government customer agency and GSA perspectives that yield insights and ideas that may help the Centers better provide commercial solutions to global customers while reducing the costs to government and industry.

A core objective of the IGC is creating a common message and brand identity for GSA multiple award schedules that will be used and communicated throughout the Federal procurement system. Specific areas of focus include education, research and development, marketing and communication, and best practices.

Membership Continues to Evolve

CY 2003 was the first full year that the Services Acquisition Center and Management Services Center jointly chartered a single Industry Government Council, completing the integration of the two Centers' partnership efforts begun in 2002. Looking back over the past year, the combining of the two Centers' partnership entities into one has increased the IGC's value add to GSA, industry and those government agency users of the GSA MAS “professional services” programs.

At the end of 2003, six of the original industry representatives rotated off the IGC after completion of their three-year term. Their contributions were many and most have expressed interest in staying involved with the IGC at the ad hoc committee level. In order to replace these departing members, five new members will be selected to represent the multiple award schedule contracts in the professional service areas of engineering, finance and marketing. Additional members may also be recruited to represent the other professional services schedules at a later time in 2004.

The IGC is pleased to have increased its agency customer representation as well, by bringing on-board members from the Marine Corps Systems Command, the Department of Commerce and the Department of Agriculture, ensuring that the viewpoints of the ultimate customers of GSA schedules is voiced during discussions of the IGC.

Additionally, Thomas Brady, GSA Federal Technology Service (FTS) Acting Assistant Commissioner for Professional Services, has joined the IGC. FTS's new Office of Professional Services provides assisted procurement services on a negotiated fee basis utilizing GSA professional services schedule contracts. He is a welcome addition to the IGC and will help ensure that issues within GSA and across FSS/FTS will be addressed.